

Program Data Sheet

Name of Event: Smoke Out 5 K Walk/Run			Pilot Program
			Revised program
		x	Repeat Program
Date: Nov 16, 2004	Day of Week: Tuesday	Time: 1200	
Location: Bldg. 171	Information Phone #: 3090/ 4771	Price: na	
Program Coordinator: Jeanette Coffman			
Phone #: 788-4771	Fax #: 788-2062	e-mail Address: fitness@monroe.army.mil	
Purpose of the Event: Support American Cancer Society Great American Smoke Out. Provide an active event to enhance the Fitness and Wellness of the Fort Monroe Community.			
Indicator/Measure of Success: Participation			
After Action Report (AAR) Comments from Prior Event(s):			

Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Jeanette	Publicity				E-zine, casemate, post calendar, flyer, fitness center web site, group fitness calendar, marquee
	Equipment				Clock, 3 tables, 1 water cooler, 1 large cooler
	Supplies				Ice, paper cups, trash bags
	Audio/video				
	Traffic Support				Main gate to moat will be closed by MP both directions
	Food & Beverages				Bottled water 6 cases
	Procurement				
	Set-up / Clean-up				Clock set up – John Tutson Water station set up- Ralph Kelly
	Other				Futrex in the Lobby-Bobbie Hawkins, Start-Ron Finchum Road Guards-

After Action Report

Financial Analysis		
Sales:	No fees charged	Notes: 1.5 Cases of Water were TBA as a promotional expense. \$18.90
COGS:		
Other Revenues:		
Labor:		
Other Expenses:		
NIBD:		

Program Analysis	
Attendance: 25-30	Good turn out for a noon event.
Indicator/Measure of Success: The event ran smoothly, participants were pleased. Created awareness and provided information for support of the Smoke Out Day.	
Elements to Change: Encourage more volunteer support.	
Elements to Eliminate: Futrex in lobby not necessary, enough going on with cholesterol screening.	
Elements to Add: Mark course so that returning participants see marked turns. Ensure that Fire Department is aware of traffic changes. Make sure sign is posted in advance that lunch time classes will not be held. Added Door prize drawing, and that worked well. Continue for next year...	
Other Comments: Cholesterol Screening and Clean sweep walk events concurrent should be continued. Hot chocolate was a nice touch. Plan on making this an annual event. Marquee advertising made a difference.	